

USPS Adds More Forever Stamps December 1

The Liberty Bell stamp may be a “Forever,” but apparently the design isn’t. Not only did the USPS issue a set of four Holiday Evergreens stamps in October, now they are issuing a pressure sensitive adhesive coil of 100 with setenant Lady Liberty and American Flag stamps. The new First Class stamps will be released on December 1 in Washington, D.C.

The photograph of Lady Liberty is by Raimund Linke and the U.S. Flag photograph is by Ron Watts. Terrence McCaffrey of the USPS incorporated the photos into his stamp designs. McCaffrey also was the Art Director and Typographer for the project.

A total of eight billion of the new Forever stamps are being produced by three different printers. Ashton Potter (USA) Ltd. is printing 3 billion and Avery Dennison and the Banknote Corporation of America division of Sennett Security Products is printing 2.5 billion each.

The Avery Dennison version is being printed using an offset process with “4evR” microprinting. It appears in the bottom stripe on the flag. We are awaiting information from the USPS on the location of the microprinting on the Liberty stamp.

The Modeler for the Ashton Potter stamps was Joseph Sheeran. Colors used in the printing process were black, cyan, magenta, yellow, PMS 534C (blue) and PMS 5625C (gray). Plate numbers on every 32nd stamp consist of the letter “P” to identify Ashton Potter as the



printer followed by six single digits, one for each print color.

Because these are 100-stamp coils, there are no Back Numbers.

The Avery Dennison stamps were printed using a gravure engraved process, also with “4EVER” microprinting. The Modeling credit was assigned to Avery Dennison and the Engraver credit to Trident.

Colors used were the same as those for the Ashton Potter version. Plate numbers consist of the letter

“V” followed by six single digits, one for each print color. The plate numbers appear every on every 20th stamp in the Avery Dennison coil.

This means that for all three printings the plate numbers only will be found on the Flag stamps.

The Banknote Corporation of America stamps were printed using an offset process with “4evR” microprinting. The Modeler was Donald Woo.

The print colors also were the same as that used for the Ashton Potter and Avery Dennison versions. Plate numbers on every 28th stamp consist of the letter “S” (to identify Sennett as the primary contractor) followed by six single digits.

For first day cancellations, the usual rules apply. Send your envelopes with stamps affixed to Lady Liberty/Flag Forever Stamp, Special Cancellations, P.O. Box 92282, Washington, DC 20090-2282. The deadline for sending requests is February 1, 2011.